

Higher Ed = Hired

Kingsport

Tennessee



Higher Education Initiative

2 years free tuition to H.S. graduates

Childcare

Public Transit

\$17 million local capital funding

2,100 students

2002 – Applied Technology

2008 – Health Professions

2009 – Higher Education

2009 – Advanced Manufacturing

Future – Automotive Tech

First LEED certified, publicly funded green higher education building in Tennessee



Graduating Seniors

whose parents live in Kingsport can

attend **Northeast State**
Technical Community College

for two years tuition free.

That's right - **tuition free!**

Through a unique partnership, the city and college have joined to provide the resources needed to educate young people, and foster the region's economic progress and quality of life.

The program is simple: graduating seniors whose parents live in Kingsport can attend Northeast State Technical Community College for two years tuition free. That's right - tuition free.

Kingsport-funded scholarships are available for students to pursue college transfer or technical programs at Northeast State. Students can start up almost any career path with Northeast's transfer program where more than 40 fields of study lead to an associate degree. Or students can get a competitive edge with the college's technical programs that allow for quick entry into the workforce. Last year, 93 percent of Northeast State's technical graduates landed jobs in their fields of study.

In addition to the scholarship funds, Kingsport and Northeast State are working to create the Regional Center for Applied Technology to be located in downtown Kingsport. The 16,000 square-foot facility will combine convenience with cutting-edge education for Kingsport residents.

Educate and grow is a vision that allows Kingsport and Northeast State to offer young people the best of what each has to offer. In turn, young people will receive an education that will benefit and advance their career choices, and provide employers with a well-trained and skilled workforce.

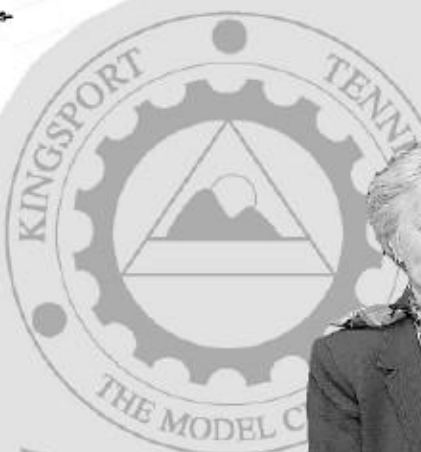


Northeast State

Technical Community College

AND

**CITY OF
KINGSPORT**



Kingsport Mayor Jeanette Bixler and
Northeast State Community College President William Locke.

For more information about the city of Kingsport scholarships, call Kathy at 323-0214.



HARVARD Kennedy School

ASH INSTITUTE

for Democratic Governance and Innovation

Home Innovations Global Network Knowledge Building

Kingsport's Higher Education Initiative Wins Innovations in American Government Award

Harvard Kennedy School's Ash Institute Recognizes

Cambridge, Mass., – September 15, 2009 – The Ash Institute of Government at Harvard University today announced the American Government Award winner. Formerly a rustbelt city with a declining population, shrinking younger workforce, and dropping educational attainment, Kingsport, Tenn., has emerged as a model of economic and social transformation.

September 15, 2009

KINGSPO RT TENNESSEE Times News

www.timesnews.net

September 15, 2009



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33rd Year, Number 258



Back-to-back titles

Using a lethal combination of consistency and depth, Farnut overcame the field Monday at the ninth annual McDonald's Tournament of Champions. Page 4B.

6A Kingsport Times-News / Wednesday, September 16, 2009

Kingsport Times-News

Harvard recognizes city's efforts to spur education



from Carson-Newman College, King College, Lincoln Memorial University and the University of Tennessee.

Two other facilities are the Regional Center for Advanced Manufacturing to open in August with help from Eastman and Domtar, and the Pal Barger School of Automotive Technology, set to open downtown next year.

Such initiatives have already helped brand Kingsport as a community interested in lifelong learning and a high quality of life. That, in turn, has helped attract new business, retain existing businesses and retrain a labor force to meet the increasing demands of a truly global marketplace.

There are more than 15,000 economic development districts in the U.S., all equally eager for job growth. Given that enormous number of competitors, recognition by Harvard certainly helps increase Kingsport's visibility nationally, and that's an opportunity city leaders can capitalize on — along with the city's other, equally valuable, attributes.

entire state of Tennessee as far as higher education goes."

Fact is, in this post-industrial, infor-



Harvard's Innovations in American Government Awards

Higher Education Initiative program's successes

- **Industry Diversification**
Formerly dependent solely on the manufacturing industry, Kingsport now reports a more diversified economy including new jobs in health care (8,000), hospitality (5,000), construction (3,900), professional services (2,500), and information technology (900).
- **Sales Tax Revenues**
Sales tax revenues have increased by nearly \$950,000 over last year, and property values are increasing.
- **Investment**
Kingsport cites an increase of \$370 million in new construction since 2005 including 12 new restaurants and regional education buildings.
- **Population**
Families are returning to the area and educational levels are increasing. 2,700 families have moved to Kingsport over the last two years, and the city is experiencing an increase in young adults aged 20-24. The number of residents earning college degrees has increased by 2 percent.



Times News photo by ... Carol Cooper

Kingsport wins award from Harvard

■ **"I think** we set an example for the entire state of Tennessee and the nation to follow."

— Mayor Dennis Phillips

By MATTHEW LANE
mlane@timesnews.net

WASHINGTON, D.C. — Harvard University has honored the Model City with a prestigious award for its years of work in promoting and advancing higher education — from the Educate and Grow program, to the newly opened Kingsport Center for Higher Education, to the idea of creating an Academic Village in downtown Kingsport.

and innovation at the John F. Kennedy School of Government at Harvard University has selected Kingsport as one of the winners of the 2009 Innovations in American Government Awards. The awards were presented Monday night at the Decatur House in Washington, D.C.

"This is absolutely amazing, and I'm not sure that we realize the significance and importance of winning this," said Mayor Dennis Phillips. "It is going to draw attention to not only Kingsport, but to the entire state of Tennessee as far as higher education goes."

Phillips said Kingsport received the most votes among the 36 finalists during the final selection process.

worry about who gets the credit because there is enough credit to go around, and second, this EMA has continued on the course that was set out by previous EMAs," Phillips said. "This is not the end. This is the middle of what's going to come in higher education in Kingsport. I think we set an example for the entire state of Tennessee and the nation to follow."

Kingsport's higher education initiative was one of six winners out of more than 300 applicants from across the country. The Model City received one of the three \$100,000 awards; three \$50,000 awards were also presented.

Morris Baker, grant writer for the city, said the \$100,000 would be used in primarily two

"This really goes to show what you can

Results:
from Rustbelt
to Renaissance

Thoughts on measures

- You have to measure what you want to improve
- Use measures to learn, not punish
- Data don't improve processes, people do
- Data documents, the heart motivates
- Everything that can be counted does not necessarily **count**.
- Everything that **counts** cannot necessarily be counted.
- The definition of insanity is keep doing what you have been doing and expecting a different result. – Albert Einstein

Results

- 2007 – Record year for new investment (\$164.48 million)
- 2008 – a record year for new investment (2nd year in a row) \$180.9 million
- Eastman's \$1.3 billion "Project Reinvest"
- Holston Valley Medical Center \$100mm "Project Platinum"
- Holston Medical Group's new 6-story building (\$40mm)
- #1 Walking City by Walk! Magazine
- Dobyns-Bennett High School named Top 4% by Newsweek (x5)
- 2009 – new elementary school opens – first in nearly 60 years!
- MeadowView won "best in class" in 4 categories from North American Lodging Association
- Materials agreement stimulates creation of 600+ residential lots

Unemployment (U.S., State, Metro & County Data)*	2005	2010	Change 2005-2010
Kingsport City	11.5%	11.8%	0.3%
Bristol (TN) City	6.6%	9.6%	3.0%
Oak Ridge City	5.9%	9.1%	3.2%
Johnson City	5.9%	9.5%	3.6%
Sullivan County	6.5%	10.3%	3.8%
Washington County	5.9%	9.8%	3.9%
Kingsport-Bristol MSA	6.4%	10.4%	4.0%
Tri-Cities CSA	6.4%	10.5%	4.1%
Johnson City MSA	6.4%	10.7%	4.3%
Hawkins County	7.6%	12.2%	4.6%
Carter County	7.0%	11.6%	4.6%
U.S.	5.7%	10.6%	4.9%
Tennessee	6.6%	11.5%	4.9%
Morristown City	8.8%	14.0%	5.2%
Greene County	9.5%	16.6%	7.1%

How do we compare to the rest of Tennessee?

Lowest County Unemployment Rates

<u>Rank</u>	<u>County</u>	<u>Dec. pre. Rate (%)</u>
1	Lincoln Co.	7.1
2	Knox Co.	8.1
3	Williamson Co.	8.3
4	Montgomery Co.	8.7
5	Hamilton Co.	8.9
6	Washington Co.	8.9
7	Wilson Co.	9.1
8	Roane Co.	9.1
9	Davidson Co.	9.2
10	Sullivan Co.	9.3

Highest County Unemployment Rates

<u>Rank</u>	<u>County</u>	<u>Dec. pre. Rate (%)</u>
95	Lauderdale Co.	18.9
94	Marshall Co.	18.9
93	Scott Co.	18.8
92	Haywood Co.	18.5
91	Perry Co.	18.0
90	Hancock Co.	17.9
89	Henderson Co.	17.8
88	Pickett Co.	17.4
87	Carroll Co.	17.4
86	Lewis Co.	16.8

County Unemployment Rate Range:

November, 2009 to December, 2009

Rate is less than 5.0% in 0 counties

Rate is 5.0% or greater, but less than 10.0% in 19 counties

Rate is 10.0% or greater in 76 counties

Rate is 20.0% or greater in 0 counties

Employment in Kingsport, TN-VA MSA	January 1990	% of All Jobs	July 2009	% of All Jobs	Change (Jan 1990- July 2009)	
Trade, Transportation and Utilities	22,900	21.60%	24,400	20.82%	1,500	
Manufacturing	36,300	34.25%	21,200	18.09%	-15,100	
Education and Health Services	10,000	9.43%	18,600	15.87%	8,600	
Government	12,600	11.89%	14,500	12.37%	1,900	
Leisure and Hospitality	6,500	6.13%	12,500	10.67%	6,000	
Professional and Business Services	6,200	5.85%	8,200	7.00%	2,000	
Mining, Logging, Construction	3,100	2.92%	7,300	6.23%	4,200	
Financial	3,100	2.92%	4,200	3.58%	1,100	
Other Services	3,400	3.21%	3,900	3.33%	500	
Information	1,900	1.79%	2,400	2.05%	500	
TOTAL	106,000	100.00%	117,200	100.00%	11,200	<= Net New Jobs

Source: http://www.bls.gov/eag/eag.tn_kingsport_msa.htm

City of Kingsport

OCCUPATION	2000		2008		Change in Number	Change in %
Civilian employed population 16 years and over	17,638	100.0%	20,035	100.0%	13.6%	0.0%
Management, professional, and related occupations	6,002	34.0%	6,633	33.1%	10.5%	-0.9%
Service occupations	2,685	15.2%	3,018	15.1%	12.4%	-0.1%
Sales and office occupations	4,852	27.5%	5,286	26.4%	8.9%	-1.1%
Farming, fishing, and forestry occupations	31	2.0%	0	0.0%	-100.0%	-2.0%
Construction, extraction, maintenance and repair occupations	1,612	9.1%	1,844	9.2%	14.4%	0.1%
Production, transportation, and material moving occupations	2,456	13.9%	3,254	16.2%	32.5%	2.3%

INDUSTRY	2000		2008		Change in Number	Change in %
Civilian employed population 16 years and over	17,638	100.0%	20,035	100.0%	13.6%	0.0%
Agriculture, forestry, fishing and hunting, and mining	73	0.4%	86	0.4%	17.8%	0.0%
Construction	1,365	7.7%	1,378	6.9%	1.0%	-0.8%
Manufacturing	3,651	20.7%	3,788	18.9%	3.8%	-1.8%
Wholesale trade	658	3.7%	764	3.8%	16.1%	0.1%
Retail trade	2,389	13.5%	2,350	11.7%	-1.6%	-1.8%
Transportation and warehousing, and utilities	515	2.9%	744	3.7%	44.5%	0.8%
Information	341	1.9%	348	1.7%	2.1%	-0.2%
Finance and insurance, and real estate and rental and leasing	981	5.6%	1,536	7.7%	56.6%	2.1%
Professional, scientific, and management, and administrative and waste management services	1,206	6.8%	1,312	6.5%	8.8%	-0.3%
Educational services, and health care and social assistance	3,303	18.7%	4,800	24.0%	45.3%	5.3%
Arts, entertainment, and recreation, and accommodation, and food services	1,771	10.0%	1,736	8.7%	-2.0%	-1.3%
Other services, except public administration	907	5.1%	813	4.1%	-10.4%	-1.0%
Public administration	478	2.7%	380	1.9%	-20.5%	-0.8%

City of Kingsport, Tennessee

How far we've come in 8 years

	2000 Census	% of City Population 25 years and over	2008	% of City Population 25 years and over
EDUCATIONAL ATTAINMENT				
Population 25 years and over	31,971	100%	33,950	100%
Less than 9th grade	3,533	11.1%	2,808	8.3%
9th to 12th grade, no diploma	3,995	12.5%	3,167	9.3%
High school graduate (includes equivalency)	9,299	29.1%	11,378	33.5%
Some college, no degree	5,914	18.5%	5,792	17.1%
Associate's degree	1,676	5.2%	2,651	7.8%
Bachelor's degree	4,785	15.0%	5,384	15.9%
Graduate or professional degree	2,769	8.7%	2,770	8.2%

*Source: 2000 Census, 2006-2008 American Community Survey

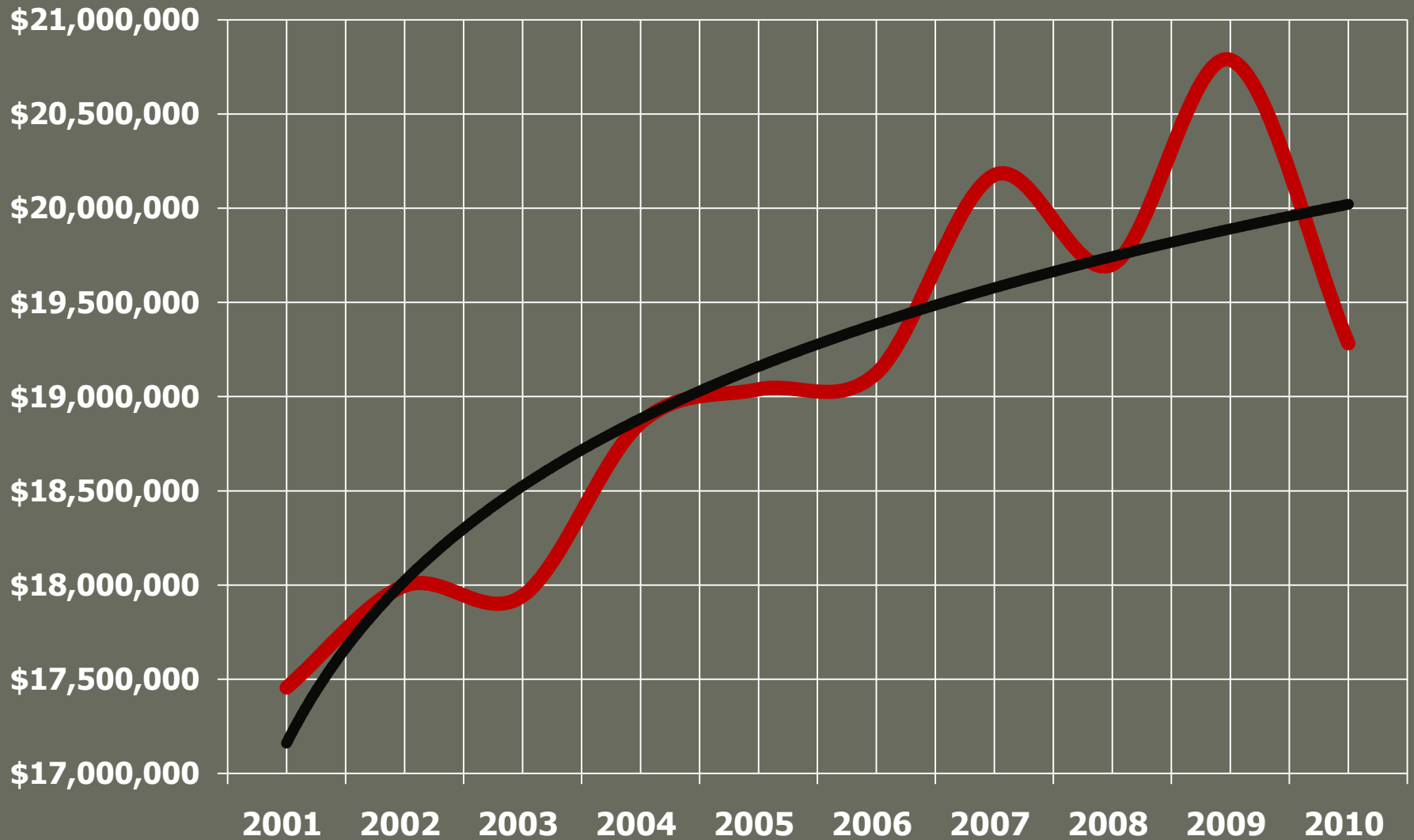
Net Change in Number of City Residents 25 years and over	% Change in Number of City Residents 25 years and over
1,979	6.2%
-725	-20.5%
-828	-20.7%
2,079	22.4%
-122	-2.1%
975	58.2%
599	12.5%
1	0.0%

Then and Now	1999 Summit	2008
College degree or higher	18%	24%
Median age	42.3	41.9
Over 65	21%	15%
Median Family Income	\$30,279	\$50,076

How far we have to go....	City of Kingsport	Sullivan County	Hawkins County	State of Tennessee	United States
Less than 9th grade	8.3%	7.6%	11.6%	7.1%	6.4%
9th to 12th grade, no diploma	9.3%	10.4%	12.3%	11.1%	9.1%
High school graduate (includes equivalency)	33.5%	34.2%	38.6%	33.7%	29.6%
Some college, no degree	17.1%	20.2%	20.3%	20.1%	20.1%
Associate's degree	7.8%	7.8%	5.7%	5.8%	7.4%
Bachelor's degree	15.9%	13.2%	7.6%	14.4%	17.3%
Graduate or professional degree	8.2%	6.7%	3.9%	7.7%	10.1%

Kingsport Retail Sales Tax Collections

July-February YTD 2001-2010



City of Kingsport

Sales & Use Tax Categories

July-December 2009

04. Manufacturing	654,248	781,901	1,527,689	1,549,641	1,762,497	1,365,942	-22.50%	
09. Building Materials	1,110,231	1,144,563	1,122,466	1,154,479	1,113,480	1,039,997	-6.60%	
10. General Merchandise Stores	3,644,622	3,593,866	3,726,965	3,418,808	3,478,544	3,336,198	-4.09%	
12. MV Dealers and Service Stations	897,472	947,320	1,021,421	1,021,616	970,210	961,068	-.094%	
14. Furniture Stores	393,666	469,479	408,964	448,110	426,292	231,282	-45.75%	
15. Eating and Drinking Places	1,724,082	1,820,720	1,945,204	2,028,856	2,065,056	2,070,407	0.26%	
							5.73%	

**Doubled
since 2005**

**20%
increase
since 2005**

Results: 5-Year House Price Appreciation

Source: FHFA.gov First Quarter 2010

+28.77% Asheville, NC

+24.27% Kingsport-Bristol, TN-VA

+23.53% Roanoke, VA

+23.19% Johnson City, TN

+20.01% Knoxville, TN

+18.12% Myrtle Beach-North Myrtle Beach-Conway, SC

+18.10% Nashville-Murfreesboro-Franklin, TN

+16.84% Raleigh-Cary, NC

+16.73% Greenville-Mauldin-Easley, SC

+16.10% Columbia, SC

+16.07% Charleston-North Charleston-Summerville, SC

+14.77% Charlotte-Gastonia-Rock Hill, NC-SC

+13.72% Chattanooga, TN-GA

+12.42% Anderson, SC

+11.42% Lexington-Fayette, KY

+10.74% Spartanburg, SC

+4.53% Memphis, TN-MS-AR

Demographics 1990-2008

Population increased from 36,365 to 47,356		
	30.2% increase in population	
	10,991 population increase (if incorporated, would be 6 th largest city in NETN or SWVA)	
Race		
	93% White in 2008, down from 94.8% in 1990	
	White population increased 27.7%	
	3.7% African-American in 2008, down from 4.4% in 1990	
	African-American population increased 9.7% to 1,767 total	
	1.1% Hispanic in 2008, up from 0.3% in 1990	
	Hispanic population tripled to 380 total	
	1% Asian in 2008, up from 0.6% in 1990	
	Asian population doubled to 435 total	
Age		
	Median age decreased from 42.3 to 41.9	
	Population under 5 yrs of age increased 33.0% to 2,877	
	Population over 65 years of age increased 27.8% to 9,284	

Social and Economic Characteristics

Social characteristics

Bachelor's degree or higher increased 57.5% to 8,148

Foreign born population increased 79.1% to 901

Population 16-64 with a disability increased from 3,550 in 1990 to 10,654 in 2000

Economic characteristics

Labor force grew by 5,695 (or 35.9%) to 21,551

Median family income = \$50,076 (up from \$30,279 in 1990)

Families below poverty level = 14% (down from 14.3% in 1990)

Individuals below poverty level = 17.7% (down from 18% in 1990)

Manufacturing employment decreased 11.4% to 3,788 (or 18.9% of all jobs)

Education and healthcare employment doubled to 4,800 (or 24% of all jobs)

Housing Characteristics 1990-2008

Housing characteristics

Median value of owner-occupied homes is \$103,300 (up from \$55,400 in 1990)

6,859 housing units were added from 1990 to 2008 (an increase of 41%)

63.4% of housing units are owner-occupied (up from 58.7% in 1990)

36.6% of housing units are renter-occupied (up from 34.6% in 1990)

More than 50% of homes were built prior to 1969

1,457 single-family attached (condo) units existed in 2008 (up from 504 in 1990)

55% of all householders moved into their home since 2000

1,154 homes are valued over \$300,000 (up from 38 in 1990)

15 homes are valued over \$1,000,000

1/3 of all homeowners spend more than 25% of their gross income on homeownership